

UNIVERSITY OF WYOMING.

Dear Potential Licensee:

Thank you for contacting our office regarding becoming properly licensed to use either the University or State of Wyoming's trademarks. Within this licensing packet, you will find information on how one would become properly licensed along with information about what is involved as a licensee. Additional information about these licensing programs are provided within the licensing packet.

If at any point you have questions regarding the licensing process, please do not hesitate to contact our office.

Sincerely,

Shaun Ziegler
Manager, Trademark Licensing
University of Wyoming

University & State of Wyoming
licensing packet





Licensing Application

Please complete as much of this application as possible. This information will be used to determine whether a license should be granted to you/your company.

Please indicate which license agreement you are applying for

- ☐ Limited In-state License Agreement (use of state's trademarks only)
- ☐ Standard In-state License Agreement (use of both university and state trademarks)

Company Information

Company Name: _____

Company known as: _____

Company also doing business as: _____

Street Address: _____

Mailing Address: _____

City: _____ State: _____ Zip code: _____

State in which your company or parent company is based _____

Principle Licensing Contact: _____

Phone number: _____ fax: _____ toll free #: _____

email address: _____ Company Website: _____

Company Description

Type of organization (select one): ☐ Corporation ☐ Partnership ☐ Proprietorship ☐ Other

Owner/Partner name(s)_____

Number of Employees (including self)_____

Products currently produced and sold by you/your company_____

Other licenses currently held (ie. Disney, Notre Dame, NFL, etc.) _____

Are you a ...(answer each question with a yes or no)

Retailer yes/no Distributor/Wholesaler yes/no Ad Specialty yes/no ASI # _____

Product & Manufacturing Information

Please list below the products to which you wish to apply licensed marks:

Product Description	Approx Wholesale Cost \$:
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[illegible]

Distribution & Sales Information

Does your business currently have a sales representative that actively seeks business from third parties? ☐ Yes ☐ No

If yes, does this sales representative seek business outside of the city/town you are located within? ☐ Yes ☐ No

Where do you expect a majority of your licensed products to be sold? (Please mark only those that apply)

- ☐ University Bookstore ☐ University Depts. ☐ Campus/Student Groups ☐ Athletic Department
☐ Alumni Association ☐ State Depts. ☐ Fundraisers ☐ Concessionaire ☐ Department Stores
☐ Regional Mass Merchants ☐ Sports Specialty Stores ☐ Convenience Stores ☐ Tourist Oriented Stores
☐ Mom & Pop Stores ☐ Grocery Stores ☐ Catalogs ☐ Internet ☐ Own Retail Operation ☐ Walk-in Business
☐ Flea Markets ☐ Craft Shows ☐ Other

If "Other" please explain: _____

State Trademarks



University Trademarks and Verbiage



University or Wyoming®, UW™, Pokes™, WYO™, Wyoming Cowboys®,
Wyoming™ (when ref. UW)

Applicant is seeking use of (please check one or both boxes):

☐ State of Wyoming trademarks

☐ University trademarks and verbiage

All licensees producing products bearing the University of Wyoming trademarks are required to obtain product liability insurance. Please do not purchase this insurance until your application has been approved and a licensing agreement executed.

I hereby affirm that my answers to the above questions are, to the best of my ability, true, accurate, and complete.

Name: _____ Title: _____ Date: _____

Please return application to:

Trademark Licensing Office
Dept. 3322
1000 E. University Ave.
Laramie, WY 82071

For UPS or FedEx shipments please send to:

University of Wyoming Trademark Licensing
WYO Hall 356
c/o Shipping & Receiving
15th & Gibbon St.
Laramie, WY 82071

Internal use only:

Application received: _____

Contract sent to Lic: _____

Contract sent to Legal: _____

Artwork sent to Lic: _____

Quality Sample: _____